

# HW Snacks in Italy

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

High protein snack bars back in favour as pandemic fears subside

Gluten free leads health and wellness snacks in 2022

Caffeine comes under the microscope as consumers look to lead longer, healthier lives

#### PROSPECTS AND OPPORTUNITIES

Demand for plant-based, vegan, and dairy free ice cream set to rise

Consumers likely to show increasing awareness of the impact of their purchasing decisions on their health and the environment

Digestive health coming into greater focus

#### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

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## Health and Wellness in Italy - Industry Overview

### EXECUTIVE SUMMARY

Overview

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